Global Logistics and International Trade Management Training Course



09 - 13 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #PSC2366_260090

Course Introduction / Overview:

In today's interconnected global economy, the efficient management of logistics and international trade is no longer a competitive advantage but a fundamental necessity for survival and growth. This comprehensive training course is meticulously designed to provide a deep and practical understanding of the entire international supply chain, from global sourcing to final delivery. It navigates the complexities of cross-border transactions, customs regulations, and logistics network design. Drawing upon foundational principles articulated by leading academics like Martin Christopher in his influential book "Logistics & Supply Chain Management," this program emphasizes that modern competition is not between companies, but between their supply chains. Participants will explore the strategic integration of logistics functions, the critical role of documentation, and the financial and legal frameworks governing international trade. BIG BEN Training Center has developed this course to empower professionals with the strategic foresight and operational skills needed to optimize global supply chains, mitigate risks, and capitalize on international market opportunities, ensuring a seamless and profitable flow of goods across the world. This course provides a holistic A-to-Z roadmap for mastering the intricacies of global commerce and logistics operations.

Target Audience / This training course is suitable for:

- Logistics and Supply Chain Managers.
- Import and Export Specialists.
- Procurement and Sourcing Professionals.
- International Trade Compliance Officers.
- Freight Forwarding and Customs Brokerage Agents.
- Operations Managers.
- Warehouse and Distribution Supervisors.
- International Sales and Marketing Professionals.
- Business Owners and Entrepreneurs involved in global trade.
- Finance professionals dealing with trade finance.

Target Sectors and Industries:

- Manufacturing and Industrial Production.
- Retail and Consumer Goods.
- E-commerce and Online Retail.
- Freight Forwarding and Third-Party Logistics (3PL) Providers.
- Pharmaceuticals and Healthcare.
- Automotive and Aerospace.
- Technology and Electronics.
- Agriculture and Food Products.
- Governmental bodies and public sector agencies involved in trade and customs.
- Oil and Gas.

Target Organizations Departments:

- Logistics Department.
- Supply Chain Management Department.
- Procurement and Purchasing Department.
- Operations Department.
- International Sales and Export Department.
- Compliance and Legal Department.
- Finance and Accounting Department.
- Warehouse and Distribution Department.
- Customer Service Department.

Course Offerings:

By the end of this course, the participants will have able to:

- Analyze the components of a global supply chain and its strategic importance.
- Master the correct application of Incoterms 2020 in international sales contracts.
- Navigate the complexities of import and export documentation and procedures.
- Understand customs valuation, tariff classification, and trade compliance requirements.
- Evaluate different modes of international transportation to optimize cost and service.
- Develop effective strategies for global sourcing and supplier management.
- Implement risk management frameworks for international logistics operations.
- Utilize key performance indicators (KPIs) to measure and improve supply chain performance.
- Comprehend the role of technology in enhancing supply chain visibility and efficiency.
- Manage international trade finance mechanisms and payment methods.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a real-world context. This course moves beyond traditional lectures by integrating a dynamic blend of learning techniques. Central to our approach are industry-specific case studies that challenge participants to analyze complex international trade scenarios and develop viable solutions. Collaborative group discussions and team-based exercises will foster peer-to-peer learning and allow for the exchange of diverse perspectives and experiences. Practical workshops will focus on critical tasks such as completing trade documentation, calculating duties and taxes, and selecting appropriate Incoterms. Our expert instructors facilitate interactive sessions, encouraging questions and open dialogue to address the specific challenges faced by participants in their roles. Continuous feedback is provided throughout the course to reinforce learning and ensure a solid grasp of complex topics. This immersive and hands-on approach guarantees a comprehensive understanding of global logistics and trade management, transforming theoretical knowledge into actionable professional skills.

Course Agenda (Course Units):

Unit One: Foundations of Global Logistics and Supply Chain Management

- Introduction to international trade and globalization.
- The distinction between logistics and supply chain management.
- Key drivers and components of a global supply chain.
- Strategic role of logistics in achieving competitive advantage.
- Understanding global sourcing and procurement strategies.
- Mapping the end-to-end international logistics flow.
- Introduction to key stakeholders in international trade.

Unit Two: International Trade Operations and Documentation

- The international sales contract and its key clauses.
- A detailed breakdown of Incoterms 2020 and their application.
- Essential shipping documents: Bill of Lading, Air Waybill, and Commercial Invoice.
- Understanding the Certificate of Origin and its importance.
- Packing lists, insurance certificates, and other supporting documents.
- The role of freight forwarders and customs brokers.
- Managing the complete import and export cycle step-by-step.

Unit Three: Customs, Compliance, and Global Trade Regulations

- An overview of the global customs environment and procedures.
- Harmonized System (HS) for tariff classification.
- Methods of customs valuation and their impact on duties.
- Understanding free trade agreements and preferential duties.
- Navigating non-tariff barriers to trade.
- Managing export controls and international sanctions.
- Developing a robust trade compliance program.

Unit Four: International Transportation and Warehouse Management

- Comparing modes of international transport: sea, air, road, and rail.
- Containerization and unit load devices (ULDs) in global freight.
- The role and functions of international ports and airports.
- Strategic warehouse location and network design.
- Warehouse operations: receiving, storage, order picking, and dispatch.
- Inventory management techniques in a global context.
- Last-mile delivery challenges in international logistics.

Unit Five: Advanced Topics and Strategic Logistics Management

- International logistics risk assessment and mitigation strategies.
- The role of technology: TMS, WMS, and supply chain visibility platforms.
- Sustainable and green logistics practices in global supply chains.
- Understanding international trade finance and payment methods (e.g., Letters of Credit).
- Performance measurement and Key Performance Indicators (KPIs) in logistics.
- Future trends in global trade and supply chain management.
- Developing a comprehensive international logistics strategy.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How might the growing trend of economic nationalism and protectionist trade policies reshape global supply chain designs and risk management strategies in the coming years?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by offering a holistic and strategic perspective on global logistics, moving beyond purely operational training. While many programs focus on isolated functions, this curriculum integrates every facet of international trade—from legal and financial frameworks to physical distribution and risk management—into a single, cohesive learning experience. The content is deeply rooted in practical application, using real-world case studies that reflect current geopolitical and economic challenges, rather than relying on outdated theoretical examples. It emphasizes strategic decision-making, empowering participants not just to execute tasks, but to design, analyze, and optimize entire international supply chains. Furthermore, the course places a significant focus on trade compliance and risk mitigation, two areas of increasing importance and complexity in modern commerce. By blending the strategic insights of academic thought leaders with the practical realities of the industry, this training provides a uniquely comprehensive and forward-looking education that equips professionals to lead and innovate in the dynamic field of global trade.